

Dreamcarhire.com launches Le Mans Series mechanics promotion



5 September 2010.../Dreamcarhire.com, sponsor of Le Mans Series team, CRS Racing, has launched a promotion for pitlane mechanics working in the championship at the Silverstone round this month, with a once-in-a-lifetime prize on offer for the winner.

The chance to drive six supercars in one day will be the tantalising prize in this special competition to celebrate the British round of the Le Mans Series and highlight the key role which mechanics play in the success of the race teams. All the mechanics working at the event will be eligible for the competition. A panel of judges will assess the contributions of each mechanic to their team's performance and at the end of the weekend one lucky winner will have earned a place on this unique driving experience.

Simon Thrussell, Managing Director, Dreamcarhire.com, explains, "Our sponsorship of sportscar racing with CRS Racing this season is a new marketing initiative for us and we are keen to promote our brand through the team, and also within the wider community of the Le Mans Series.

"The mechanics are the core of motor racing and we saw the opportunity to bring them to the fore through a promotion at our home race in Silverstone, which is close to our Oxfordshire base. Our sponsorship in the Le Mans Series ties in with our offering of supercar hire, with our fleet including many of the marques seen on the track in this series.

"Extending the sponsorship through this promotion showcases some of the great cars we have on offer to our clients, and gives one well-deserving mechanic from the pit lane, and one from CRS Racing, the chance to sample the performance capabilities of a selection of these cars."

The dreamcarhire.com promotion is open to all mechanics at the Silverstone round, with a separate competition exclusively for CRS Racing mechanics, recognising the importance that they play in the team sponsored by the luxury car hire company. The prize offering is a six car supercar drive experience with the chance to drive six supercars in one day, with some of the most prestigious luxury car brands. From Lamborghinis to Ferraris, Audi to Aston Martin, and plenty more, a selection of cars from the dreamcarhire.com fleet will be available for this unique driving day.

The mechanics will join one of the adrenalin-fuelled six car supercar drive days driving six of the company's immaculate supercars, including a Ferrari 430, in the stunning Cotswold countryside. It's a unique opportunity to drive a selection of iconic cars through some of the most stunning and famous landscapes in the UK. Each car has been carefully selected so that the range driven represents a cross-section of the world's finest sports cars - each with a unique character and distinct driving style. For further information on this driving day experience visit www.dreamcarhire.com

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